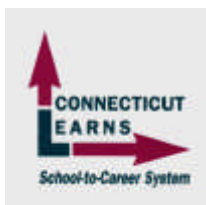


Industry Skills Standards

*Jobs and Skill Requirements
for Entry-Level Workers
2000-2005*

Retail, Tourism, Recreation & Entrepreneurial

A project of the
Connecticut Business & Industry Association,
in collaboration with the
School-to-Career Partnership
of the State Departments of Education, Higher
Education and Labor.



An Introduction to the Retail, Tourism, Recreation, and Entrepreneurial Cluster

The Connecticut economy offers many jobs in retail stores, restaurants, hotels/motels, tourist attractions and recreational facilities. These businesses are where many young people get their first jobs, and entry level workers serving the public there often are paid minimum wage. The opportunity to earn better salaries with benefits, and to build a career, usually requires getting into management and operations positions. Some retail companies have training programs that will accept high school graduates without additional schooling, but college programs in marketing and business are a more expedient route. Many "fast food" companies have management training opportunities, while rising to become a chef in one of the state's many restaurants usually requires being trained at a culinary institute.

Many people who get an idea for a product or a service for individual consumers decide to become entrepreneurs and open their own businesses. Although having the right idea for a product is essential, actually understanding how to run a small business usually makes the difference between success and failure.

The high school courses that are important for this cluster could include business principles, marketing, and math, as well as nutrition, food preparation and food service for the restaurant business. Computer skills are essential, as they are for all other clusters in this set of booklets.

Something to Consider

There has been tremendous growth in jobs in these areas, but the jobs depend quite heavily on the economy. If people do not have extra income to spend, then the restaurant, travel,

recreation and hotel businesses suffer and fewer jobs are available.

The success of businesses in this cluster depends entirely upon satisfying consumers, who can always go to another restaurant or store if they have not received the product or service they wanted. Competition is intense, so it is difficult to make a profit. The companies that succeed are the ones that work hard at pleasing the customer, but who keep their costs down by good management of all the business decisions that go on behind the scenes.

Making a career in the businesses in this cluster often appeals to people who enjoy working directly with the public, who are challenged by competing for the consumer's business or by trying to develop a new product or service, who think running their own small business would be satisfying, or who find the world of restaurants, hotels and travel intriguing.

Some Examples of What a Student Might Do

Purchasing managers and buyers buy the products that will be sold in stores and restaurants. **Food service and lodging managers** organize and run restaurants and hotels. **Travel agents** help people make their travel arrangements, while **sales managers and assistant managers** take care of behind-the-scenes decisions in stores. **Food and beverage service workers** tend bar and wait on table, while **chefs** create menus and run the kitchens of restaurants and hotels. **Amusement and recreation workers** are employed at casinos, movie theaters, pools, bowling centers or other recreational places.

RETAIL, TOURISM, RECREATION, AND ENTREPRENEURIAL CLUSTER

JOB CATEGORIES AND SELECTED JOB TITLES

Retail, tourism, recreation and entrepreneurial professionals have identified the job categories and titles they project will be in demand over the next five years. Education level requirements are indicated for each job requirement so those students can plan their coursework accordingly. However, there is some flexibility within these educational guidelines. What is checked represents the minimum amount of education required.

Customer Service

Primary Function: Ensure that a positive, long-term relationship exists between the customer and business/organization. Address customer needs and ensure customer satisfaction by providing and supporting cost-effective solutions.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Customer Service Representative		X		
Guest Services Representative		X		
Sales/Service Representative		X		

Retail Sales and Development

Primary Function: Assist customers in the selection and purchase of merchandise. Perform routine duties such as returns/exchanges, stock shelves with merchandise, prepare displays, mark price tags. As a planner, build and design stores, displays or entire shopping complexes.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Construction Engineer%*			X	
Design Engineer%*				X
Merchandise Handler	X			
Sales Associate	X			
Store Planner and Designer			X	

* = appears in other career clusters

% = certification required for upward mobility

Hospitality

Primary Function: Responsible for catering to customers' needs for functions held on and off site premises. Oversee the catering and facility layout for an event from beginning to end, to ensure the satisfaction of the customer.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Banquet Services/Conference Planner		X		
Front Office Staff	X			
Guest Services Agent	X			
Reservation Agent	X			

Travel, Tourism and Recreation

Primary Function: Plan, direct and give information on travel, lodging, entertainment, food service or other recreational activities to meet customer needs; raise funds to enhance tourism and recreation opportunities.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Arts Administrator/Manager*			X	
Attractions Manager (ticket planning & management)*			X	
Casino Dealer	X			
Casino Manager (bilingual preferred)			X	
Development Director			X	
Fund Developer*			X	
Grant Writer*			X	
Group Tour Operator		X		
Hotel Manager			X	
Public or Private Club Manager (dining, golfing, etc.)			X	
Restaurant and Food Service Manager%			X	
Ticket Agent	X			
Travel Agent	X			
Travel Agency Manager (bilingual preferred)			X	

* = appears in other career clusters

% = certification required for upward mobility

Food Service

Primary Function: Prepare food and drinks that are attractive, meet health and safety requirements, and taste good. Ensure a good impression of the facility by delivering service that is prompt, courteous and to the customer's liking.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Baker	X			
Bartender	X			
Catering Manager		X		
Chef		X		
Food Preparation Worker	X			
Line Cook	X			
Server (waiter or waitress)	X			

Legal/Regulatory

Primary Function: Monitor, strategize, plan, and direct legal, legislative and regulatory information to meet the needs of an organization and its customers.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Attorneys (specializing in patents and cyberspace)*				X
Internal Affairs/Internal Security			X	
Legal Consultant (specializing in international and interstate trade, and gaming)*				X
Private Law Enforcement*			X	
Public Safety Officer*			X	
Risk Manager*			X	

Finance Specialist

Primary Function: Plan, organize, direct and monitor the financial activities of retail, travel, entertainment or recreational operations.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Accountant/auditor (with knowledge of procedures related to the gaming industry)*				X
Financial Analyst*				X

* = appears in other career clusters

⌘ = certification required for upward mobility

Entrepreneurship

Primary Function: Finance, launch, organize and manage one's own business to provide products or services to customers, or to other businesses and the public. Businesses range from sole proprietorships to large corporations with hundreds of employees. Basic business and marketing and computer skills are needed, along with expertise and talent related to the service or product being sold.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Broker		X		
Chiropractor*			X	
Counselor (psychologist, psychiatric social worker, marriage and family therapist)*				X
Cultural Diversity Consultant			X	
Cyberspace Specialist (using cyberspace for advertising or political organizing)*			X	
Direct Marketing Specialist*			X	
Developer		X		
Environmental Illness/ Allergist*				X
Holistic Health and Nutrition Specialist (Health Program Coordinator, Nutritionist)*			X	
Home-based Business Person	X			
Home Care Therapy Consultant (speech therapist, occupational therapist, physical therapist)*			X	
Independent Contractor/Consultant (Master's preferred)*				X
Insurance Broker*			X	
Internet and Online Service Developer*			X	
Management Information Consultant*			X	
Manufacturers Representative*			X	
Massage Therapist*		X		
Nutritionist*			X	
Personal Safety and Communication Developer*			X	
Software Developer for Interactive Learning and Play*			X	
Small Business Owner		X		
Special Events Consultant*			X	
Travel Education/Guide services (degree, bilingual, expertise in literature, history, architecture, geography)*			X	

* = appears in other career clusters

⌘ = certification required for upward mobility

Marketing and Sales Specialists

Primary Function: Responsible for overseeing the marketing, advertising, purchasing, and sales management for a department, entire store, shopping center, or recreational and entertainment operation.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Advertising Manager (Internet and computer experience)*			X	
Buyer*			X	
Customer Relations Manager*			X	
Market Research Analyst (gaming industry, tourism, retail)*				X
Merchandise Allocator			X	
Merchandise Distributor			X	
International Trade Officer* (bilingual preferred)			X	
Operations Supervisor and Manager			X	
Photo Stylist			X	
Public Relations Manager			X	
Purchasing Manager			X	
Retail Sales Manager			X	
Sports Marketing Specialist			X	
Telecommunications Specialist				X

Human Resources

Primary Function: Plan, direct and coordinate the personnel, training, outside contract management, benefits and labor relations aspects of a department, entire store, or recreational and entertainment operation. Provide employee mediation and counseling when needed.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Employee Assistance Program (EAP) Counselor*%				X
Employee Relations Manager*			X	
Human Resource Manager/Director*			X	
Training Consultant (with expertise in international customs, trade, and computer and Internet applications, bilingual preferred)*			X	
Wage and Benefits Administrator*			X	

* = appears in other career clusters

% = certification required for upward mobility

Retail, Tourism, Recreation, and Entrepreneurial (High School or Associate's Degree)

Technical Skills	Customer Service	Retail Sales	Hospitality	Travel & Tourism	Entrepreneurship
<i>Listening</i>					
Practice active listening	X	X	X	X	X
Listen with accuracy	X	X	X	X	X
Ask appropriate questions	X	X	X	X	X
Relay messages accurately	X	X	X	X	X
Follow up on telephone inquiries	X	X	X	X	X
Handle customer and co-worker inquiries	X	X	X	X	X
<i>Speaking:</i>					
Speak clearly and concisely	X	X	X	X	X
Greet customers	X	X	X	X	X
Discuss work-related issues effectively with co-workers/clients	X	X	X	X	X
Describe a product/service to a customer/client	X	X	X	X	X
<i>Mathematics:</i>					
Calculate total price/cost (including price, taxes, fees, etc.)	X	X	X	X	X
Simple accounting/inventory management	X	X	X	X	X
<i>Computer and Office Equipment:</i>					
Use technology to solve problems and improve productivity	X	X	X	X	X
Use a photocopier to make quality copies	X	X	X	X	X
Operate a fax machine to send a document	X	X	X	X	X
Be proficient with point-of-sale registers and calculators	X	X	X	X	X
Enter and receive data through a terminal or PC	X	X	X	X	X
<i>Safety Skills:</i>					
Show initiative on the job	X	X	X	X	X
Be able to locate and operate emergency exits and fire extinguishers	X	X	X	X	X

Demonstrate proper use of ergonomics	X	X	X	X	X
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Retail, Tourism, Recreation, and Entrepreneurial (High School or Associate's Degree)

Technical Skills	Customer Service	Retail Sales	Hospitality	Travel & Tourism	Entrepreneurship
Demonstrate knowledge of basic first aid procedures	X	X	X	X	X
Demonstrate knowledge of emergency situation procedures (personal threats, loss of power, injury or other situation)	X	X	X	X	X
Demonstrate knowledge of accident prevention and reporting procedures	X	X	X	X	X
Industry Knowledge:					
Demonstrate an understanding of the employer's business (products/services provided and customers served)	X	X	X	X	X
Demonstrate the ability to distinguish between good and bad service	X	X	X	X	X
Demonstrate appropriate product knowledge	X	X	X	X	X
Personal Attributes:					
Be able to market yourself	X	X	X	X	X
Know the parameters of the job	X	X	X	X	X
Exhibit punctuality and commitment to the job	X	X	X	X	X